BTEC Assignment Brief

Qualification	Pearson BTEC Level 3 International Subsidiary Diploma in Business Pearson BTEC Level 3 International Foundation Diploma in Business Pearson BTEC Level 3 International Diploma in Business Pearson BTEC Level 3 International Extended Diploma in Business
Unit number and title	**Unit 15: Investigating Retail Business**
Learning aim(s) (For NQF only)	**A:** Explore the current structure of the sector through investigation of the local retail environment **B:** Investigate how the retail sector has responded to change and trends
Assignment title	**Investigation into Local Retail Businesses**
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	You are currently in a sixth form college studying business & retail management. You also have a part time job as a sales assistant in a local retail outlet, and hope to be able to win promotion to a supervisory role before going to university where you intend to further your studies and go on to have a career in retail management. You have an appraisal interview soon with your outlet manager and in preparation for this, decide to gather information about the current structure of the retail sector in your area and the changes that are currently taking place. You hope this will demonstrate your knowledge and understanding of retailing and help you win the promotion.

Task 1	You need to carry out detailed research into the retail sector in your local area to establish how the sector is changing. You could carry out this research by visiting your local shopping centre/retail p employees or managers from each of two national businesses working in the l need to produce a report that examines the current trends in the sector and evaluates how change is affecting the two retailers. To do this you will need to investigate at least two contrasting national retailers and provide evidence of the impact of at least two changes affecting each retailer, using real examples to justify your comments. The report should also consider how, and why different organisations adopt different structures and business models used to meet different customers' needs To help ensure the report is thorough and valid, you should demonstrate a clear understanding of the nature and structure of the current retail environment in the local area. This could be achieved by the production of a detailed leaflet/briefing document, or by presenting research findings to a group of peers. The document/presentation should cover • the range of formats and locations of retail outlets in the area i.e. out of town shopping centres to niche non store based suppliers • the purpose/function of the centre/retail outlet • classification according to ownership and size • a review of the various retail job opportunities in the area, with comment on the entry level roles, the training and progression opportunities available, and how these roles may change from business to business • an assessment of the competitive retail environment and how this and social and technological trends have affected a local retail business. There should also be an assessment of how the business has responded to these changes to ensure it remains competitive.
Checklist of evidence required	Leaflet/Presentation with speakers notes and detailed observation report. Report

Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria you must show that you are able to:
15/AB.D1	Evaluate how trends and changes in the UK consumer market have impacted on two contrasting national retailers.
15/B.M2	Assess how a retail business' ability to respond to change improves its competitiveness.
15/A.M1	Analyse how local retail businesses are structured, satisfying differing customer needs.
15/A.P1	Explore the retail provision in your local area including the current nature and structure.
15/A.P2	Investigate the range of job roles, entry points and progression opportunities available loc businesses.
15/B.P3	Explain how the retail environment and social trends are affecting a local retail business.

Sources of information to support you with this Assignment	Timpson J., The High Street Heroes: The story if British Retail in 50 people, (2015), Icon books Klanten R., The Shopkeepers: Storefront Businesses and the Future of Retail, (2015), Gestalten Goworek H., McGoldrick P., Retail marketing Management: Principles and Practice, (2015), Pearson Education Limited Berman B., Retail Management, (2012), Pearson Education Limited
Other assessment materials attached to this Assignment Brief	*eg, work sheets, risk assessments, case study*